

## ORDER



**Orders**  
**Order / Rev:** 69364  
**Alt Order #:** 9856139 /Brad  
**Product Desc:** Obama for America  
**Estimate:**  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 11/07/12  
**Order Type:** GENERAL

## WLYH CW15

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	108	\$11,410.00	\$9,698.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	108	\$11,410.00	\$9,698.50	0.00
<b>Totals</b>	<b>108</b>	<b>\$11,410.00</b>	<b>\$9,698.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WLYH CW15	5%	\$11,410.00
Market	100%	\$228,200.00

## Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$216,790.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- -TF--	:30	4	\$35.00	P-2	0.00	NM	4	\$140.00
E 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- -TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- -TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- -TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- -TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- -TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00

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Advertiser: Obama/D/President  
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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p											
				M-F 1p-2p											
E 7	WLYH	11/01/12	11/05/12	M-F 2p-3p	CM	2p-3p	M- -TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
				M-F 2p-3p											
E 8	WLYH	11/01/12	11/05/12	M-F 3p-4p	CM	3p-4p	M- -TF- -	:30	4	\$80.00	P-2	0.00	NM	4	\$320.00
				M-F 3p-4p											
E 9	WLYH	11/01/12	11/05/12	M-F 4p-5p	CM	4p-5p	M- -TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
				M-F 4p-5p											
E 10	WLYH	11/01/12	11/05/12	M-F 5p-6p	CM	5p-6p	M- -TF- -	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
				M-F 5p-6p											
E 11	WLYH	11/01/12	11/05/12	M-F 6p-7p	CM	6p-7p	M- -TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
				M-F 6p-7p											
E 12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato	CM	7p-8p	- - - - -S-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
				Sa 7p-8p											
E 13	WLYH	11/01/12	11/05/12	M-F 7-730p	CM	7p-730p	M- -TF- -	:30	4	\$275.00	P-2	0.00	NM	10	\$2,250.00
				M-F 7p-730p											
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WLYH	11/01/12-11/05/12		M-F 7-730p		7p-730p	M- -ThF- - - -	:30		<del>(\$275.00)</del>		0.00	NM		
See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11															
[No Avail]															
5	WLYH	11/01/12-11/05/12		Mon Reg 2		9p-10p	M- - - - - - - -	:30		\$475.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
6	WLYH	11/01/12-11/05/12		Sun Reg 2		8p-9p	- - - - - - -Su	:30		\$225.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
7	WLYH	11/01/12-11/05/12		Sa-Su 10p-1030p News		10p-1030p	- - - - -SaSu	:30		\$120.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
8	WLYH	11/01/12-11/05/12		Sa-Su 10p-1030p News		10p-1030p	- - - - -SaSu	:30		\$120.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
9	WLYH	11/01/12-11/05/12		Mon Reg 1		8p-9p	M- - - - - - - -	:30		\$400.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
10	WLYH	11/01/12-11/05/12		Sa 1030p-1130p		1030p-1130p	- - - - -Sa- -	:30		\$50.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
11	WLYH	11/05/12-11/05/12		M-F 2p-3p		2p-3p	M- - - - - - - -	:30		\$35.00		0.00	NM		
Ⓜ MG for 14.11,36.1,14.1,35.1,14.9,13.1															
[MG within Flight]															
E 14	WLYH	11/01/12	11/05/12	M-F 730p-8p	CM	730p-8p	M- -TF- -	:30	8	\$200.00	P-2	0.00	NM	7	\$1,075.00
				M-F 730p-8p											

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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WLYH	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- TF--	:30	8	\$200.00	P-2	0.00	NM	7	\$1,075.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]			730p-8p	M- ThF----	:30		<del>(\$200.00)</del>		0.00	NM		
3	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9,14.10,14.11,14.12,14.13,14.14 [Preempted by NSM]			730p-8p	M- ThF----	:30		<del>(\$200.00)</del>		0.00	NM		
4	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9,14.10,14.11,14.12,14.13,14.14 [Preempted by NSM]			730p-8p	M- ThF----	:30		<del>(\$200.00)</del>		0.00	NM		
6	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9,14.10,14.11,14.12,14.13,14.14 [Preempted by NSM]			730p-8p	M- ThF----	:30		<del>(\$200.00)</del>		0.00	NM		
7	WLYH	11/01/12-11/05/12	M-F 730p-8p See MG 14.9,14.10,14.11,14.12,14.13,14.14 [Preempted by NSM]			730p-8p	M- ThF----	:30		<del>(\$200.00)</del>		0.00	NM		
9	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]			730p-8p	M- ThF----	:30		<del>(\$200.00)</del>		0.00	NM		
10	WLYH	11/01/12-11/05/12	M-F 730p-8p Ⓜ MG for 14.4,14.7,24.3,14.3,14.6 [MG within Flight]			730p-8p	M- ThF----	:30		\$200.00		0.00	NM		
11	WLYH	11/01/12-11/05/12	M-F 7-730p Ⓜ See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]			7p-730p	M- ThF----	:30		<del>(\$275.00)</del>		0.00	NM		
12	WLYH	11/01/12-11/05/12	Sat Reg 2 Ⓜ MG for 14.4,14.7,24.3,14.3,14.6 [MG within Flight]			9p-10p	-----Sa--	:30		\$175.00		0.00	NM		
13	WLYH	11/01/12-11/05/12	Su 1130p-12a Ⓜ MG for 14.4,14.7,24.3,14.3,14.6 [MG within Flight]			1130p-12a	-----Su	:30		\$50.00		0.00	NM		
14	WLYH	11/01/12-11/05/12	Su 1130p-12a Ⓜ MG for 14.4,14.7,24.3,14.3,14.6 [MG within Flight]			1130p-12a	-----Su	:30		\$50.00		0.00	NM		
E 15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M- TF--	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00
E 16	WLYH	11/01/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M- TF--	:30	4	\$65.00	P-2	0.00	NM	4	\$260.00
E 17	WLYH	11/01/12	11/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	M- TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
E 18	WLYH	11/01/12	11/05/12	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	M- TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
E 19	WLYH	11/01/12	11/05/12	Sa 1030p-1130p Sa 1030p-1130p	CM	1030p-1130p	-----S-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
E 20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
E 24	WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	2	\$150.00	P-2	0.00	NM	1	\$150.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WLYH	11/01/12-11/05/12	Sat Reg 1 See MG 14.9,14.10,14.11,14.12,14.13,14.14 [Preempted by NSM]			8p-9p	-----Sa--	:30		<del>(\$150.00)</del>		0.00	NM		
E 26	WLYH	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
E 27	WLYH	11/01/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$135.00	P-2	0.00	NM	1	\$135.00

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Flight Dates: 11/01/12 - 11/06/12

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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																												
E 28	WLYH	11/01/12	11/05/12	Big East Football Big East Football	CM	Various	-----S-	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00																																																												
N 29	WLYH	11/01/12	11/05/12	Su 6-7p Su 6p-7p	CM	6p-7p	-----S	:30	1	\$55.00	P-2	0.00	NM	1	\$55.00																																																												
N 30	WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$225.00	P-2	0.00	NM	4	\$225.00																																																												
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>WLYH</td><td>11/01/12-11/05/12</td><td>Sun Reg 1 See MG 30.2,30.3,30.4,30.5 [Due to Political] Due to Political</td><td>7p-8p</td><td>-----Su</td><td>:30</td><td><del>(\$225.00)</del></td><td>0.00</td><td>NM</td></tr><tr><td>2</td><td>WLYH</td><td>11/06/12-11/06/12</td><td>Daily Buzz Ⓜ MG for 30.1 11/04 [MG within Flight]</td><td>7-9a</td><td>-T-----</td><td>:30</td><td>\$60.00</td><td>0.00</td><td>NM</td></tr><tr><td>3</td><td>WLYH</td><td>11/06/12-11/06/12</td><td>M-F 9a-10a Ⓜ MG for 30.1 11/04 [MG within Flight]</td><td>9a-10a</td><td>-T-----</td><td>:30</td><td>\$55.00</td><td>0.00</td><td>NM</td></tr><tr><td>4</td><td>WLYH</td><td>11/06/12-11/06/12</td><td>M-F 11a-12p Ⓜ MG for 30.1 11/04 [MG within Flight]</td><td>11a-12p</td><td>-T-----</td><td>:30</td><td>\$55.00</td><td>0.00</td><td>NM</td></tr><tr><td>5</td><td>WLYH</td><td>11/06/12-11/06/12</td><td>M-F 12p-1p Ⓜ MG for 30.1 11/04 [MG within Flight]</td><td>12p-1p</td><td>-T-----</td><td>:30</td><td>\$55.00</td><td>0.00</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	WLYH	11/01/12-11/05/12	Sun Reg 1 See MG 30.2,30.3,30.4,30.5 [Due to Political] Due to Political	7p-8p	-----Su	:30	<del>(\$225.00)</del>	0.00	NM	2	WLYH	11/06/12-11/06/12	Daily Buzz Ⓜ MG for 30.1 11/04 [MG within Flight]	7-9a	-T-----	:30	\$60.00	0.00	NM	3	WLYH	11/06/12-11/06/12	M-F 9a-10a Ⓜ MG for 30.1 11/04 [MG within Flight]	9a-10a	-T-----	:30	\$55.00	0.00	NM	4	WLYH	11/06/12-11/06/12	M-F 11a-12p Ⓜ MG for 30.1 11/04 [MG within Flight]	11a-12p	-T-----	:30	\$55.00	0.00	NM	5	WLYH	11/06/12-11/06/12	M-F 12p-1p Ⓜ MG for 30.1 11/04 [MG within Flight]	12p-1p	-T-----	:30	\$55.00	0.00	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																																																		
1	WLYH	11/01/12-11/05/12	Sun Reg 1 See MG 30.2,30.3,30.4,30.5 [Due to Political] Due to Political	7p-8p	-----Su	:30	<del>(\$225.00)</del>	0.00	NM																																																																		
2	WLYH	11/06/12-11/06/12	Daily Buzz Ⓜ MG for 30.1 11/04 [MG within Flight]	7-9a	-T-----	:30	\$60.00	0.00	NM																																																																		
3	WLYH	11/06/12-11/06/12	M-F 9a-10a Ⓜ MG for 30.1 11/04 [MG within Flight]	9a-10a	-T-----	:30	\$55.00	0.00	NM																																																																		
4	WLYH	11/06/12-11/06/12	M-F 11a-12p Ⓜ MG for 30.1 11/04 [MG within Flight]	11a-12p	-T-----	:30	\$55.00	0.00	NM																																																																		
5	WLYH	11/06/12-11/06/12	M-F 12p-1p Ⓜ MG for 30.1 11/04 [MG within Flight]	12p-1p	-T-----	:30	\$55.00	0.00	NM																																																																		
N 31	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----11	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00																																																												
N 33	WLYH	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00																																																												
N 34	WLYH	11/01/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00																																																												
N 35	WLYH	11/02/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M--F--	:30	2	\$275.00	P-2	0.00	NM	1	\$275.00																																																												
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																																																		
1	WLYH	11/02/12-11/05/12	M-F 7-730p See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]	7p-730p	M---F----	:30	<del>(\$275.00)</del>	0.00	NM																																																																		
N 36	WLYH	11/02/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--F--	:30	2	\$200.00	P-2	0.00	NM	1	\$200.00																																																												
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>WLYH</td><td>11/02/12-11/05/12</td><td>M-F 730p-8p See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]</td><td>730p-8p</td><td>M---F----</td><td>:30</td><td><del>(\$200.00)</del></td><td>0.00</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	WLYH	11/02/12-11/05/12	M-F 730p-8p See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]	730p-8p	M---F----	:30	<del>(\$200.00)</del>	0.00	NM																																								
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1	WLYH	11/02/12-11/05/12	M-F 730p-8p See MG 13.5,13.6,13.7,13.8,13.9,13.10,13.11 [No Avail]	730p-8p	M---F----	:30	<del>(\$200.00)</del>	0.00	NM																																																																		
N 37	WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00																																																												
N 38	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato Sa 7p-8p	CM	7p-8p	-----S-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00																																																												
N 39	WLYH	11/02/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M--F--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00																																																												
N 40	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00																																																												
N 41	WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00																																																												
N 42	WLYH	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00																																																												
N 43	WLYH	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00																																																												
N 44	WLYH	11/01/12	11/05/12	Sa 1030p-1130p Sa 1030p-1130p	CM	1030p-1130p	-----S-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00																																																												
N			11/05/12		CM				1		P-2	0.00	NM	1	\$55.00																																																												

Order / Rev: 69364  
 Alt Order #: 9856139 /Brad  
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Obama/D/President  
 Product Desc: Obama for America  
 Estimate:

**WLYH CW15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
45	WLYH	11/02/12		M-F 2p-3p M-F 2p-3p		2p-3p	M--F--	:30		\$55.00				
N46	WLYH	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
N47	WLYH	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$475.00	P-2	0.00 NM	1	\$475.00
												Totals	108	\$11,410.00